Eric P. Martin

Wilmette, IL • (847) 256-2362 • epm145@yahoo.com • www.linkedin.com/in/ericmartinchicago

Successful professional experienced in data analytics, business strategy, and project leadership

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CORE QUALIFICATIONS

Data Analytics with R, SAS, Python, SQL	Sports Analytics	Financial Modeling
Commercial Strategy and Consulting	Project Management	Corporate Transactions

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EXPERIENCE

Business Strategy & Analytics

E15 Group – Manager of Partner Strategy and Analytics (2018-Present)   Chicago, IL
- Develop advanced analytics supporting strategic hospitality initiatives for Compass Group clients in the business, sports, and entertainment industries.
- Create optimization models using transaction, labor, and financial data to enhance guest experiences, streamline operations, and maximum revenue.
- Sole manager of all data analytics projects across several business units in support of a client with corporate offices in 12 U.S. locations.

Block Six Analytics – Analytics Consultant (2017)   Chicago, IL
- Independently created forecasting models in R to analyze and redeploy clients' marketing initiatives.
- Applied company's proprietary model to predict corporate sports sponsorship values across media channels.
- Researched and prepared statistical reports examining corporate sports advertising trends. Developed financial models to forecast impact of advertising initiatives on revenue.

Project Management & Business

Abbott Laboratories – Director, Strategy & Venture Investments (2016)   Abbott Park, IL
- Developed and executed investment strategies for Abbott's internal venture capital division.
- Prepared multi-scenario valuation models and presented recommendations to senior management.
- Led negotiations to acquire or license strategic assets.

Abbott Laboratories – Director, Corporate Licensing & Acquisitions (2010-2016)   Abbott Park, IL
- Identified and negotiated corporate acquisitions and external investments for Abbott's nutrition division.
- Developed global consumer market assessments for pediatric nutrition products using quantitative analytics. Presented actionable recommendations to executive leadership.
- Identified and pursued several consumer packaged goods strategic growth initiatives providing $100 million in projected incremental aggregate revenue growth.
- Utilized quantitative data analytics to construct multi-scenario financial and valuation models.
- Led large global diligence teams across 13 functional groups and 7 corporate divisions. Consistently delivered on-time target evaluations and business integration reports.
- Directed a 95-person cross-functional team in the negotiation and creation of a Middle Eastern joint venture.
- Chairman's Award recipient. Abbott's highest recognition awarded annually to 20 of the company's 70,000 employees. Led an 80-person international team in purchasing a Vietnamese distribution company.

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Prior Legal Career

Abbott Laboratories – Senior Counsel, Intellectual Property Litigation (2006-2010)   Abbott Park, IL
- Responsible for all patent litigation involving Humira®, Abbott's largest selling pharmaceutical with annual sales then exceeding $6 billion.
- Negotiated and drafted multimillion-dollar licenses and settlements for all Abbott divisions.
- Developed and managed legal budgets exceeding $1 million.
- Led outside counsel in overturning a $1.67 billion patent infringement verdict on appeal (formerly the largest patent verdict in U.S. history).
- Four-time President's Award recipient for outstanding contributions to the division's success.

Bell, Boyd & Lloyd (currently K&L Gates) – Litigation Associate (2005-2006)   Chicago, IL
- Patent infringement litigator for electrical, chemical and mechanical engineering technologies.
- Extensive negotiation, research, project management, and professional writing responsibilities for firm's large corporate clients.
- Member of department's recruitment committee. Mentor for first-year and summer associates.

EDUCATION

Northwestern University   Evanston, IL
- Master of Science in Predictive Analytics. 4.0 GPA.
- Master's thesis research paper selected as a finalist at the 2019 MIT Sloan Sports Analytics Conference. Used R to apply advanced machine learning, model-based clustering, and multi-dimensional generalized distance measures to predict MLB pitching performances.
- Completed courses in machine learning, advanced statistical modeling, time series analytics, multivariate regression, generalized linear models, and database management. Created advanced models on large imperfect data sets to predict optimal pricing strategies, product classifications, temporal donation patterns, and risk probabilities and losses.
- Examined and modeled MLB team performance factors affecting annual fan attendance.
- Expertise with R and Excel. Proficient with Python, SAS, SQL, and Tableau.

Northwestern University, Kellogg School of Management   Evanston, IL
- Master of Business Administration, Double-Majors in Finance and Management & Strategy. Dean's List.
- Received Outstanding Service Award for contributions as a member of the Kellogg Honor Code Committee.

University of Notre Dame Law School   Notre Dame, IN
- Juris Doctorate.
- Executive Articles Editor, Notre Dame Journal of Legislation.
- Student coordinator and manager for the American Bar Association's Client Counseling Competition.

University of Wisconsin   Madison, WI
- Bachelor of Science, Molecular Biology. Dean's list.

ACTIVITIES AND INTERESTS

- Avid runner. Two-time Chicago Marathon finisher. Former group leader for Chicago Area Runners Association.
- Captain and team statistician for several recreational sports teams.
- Guest lecturer at Northwestern University for master's course in sports performance analytics.